



WILLIAM OLIVER

Senior Consultant

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Bill is a veteran hospitality executive bringing over 25 years of experience to Aurora Management Partner's clients. This includes the last seven years as a Global leader for United Technologies Fire and Security Division. During his career he has assisted companies with acquisitions, operations, sales/marketing, asset re-positioning, feasibility studies, market assessments, franchise relations, revenue management and food/beverage concepts and improvement. Bill's experience includes:

- General Manager of multiple full service hotels in multiple markets.
- Independent Resort Management and Marketing – Jekyll Island Georgia. Renovation, repositioning and remarketing the Jekyll Island Inn, a condo rental and hotel facility.
- Casino Resort Management, Crowne Plaza Hotel – Puerto Rico. Re-positioned food and beverage outlets to gain better profits. Improved other income sources and managed a major renovation and brand approval.
- Multiple Hotel Openings – Marriott Denver Airport, Marriott City Center Portland, Marriott Cool Springs Tennessee, Hilton Garden Inn Sugarloaf, Hilton Garden Inn Brandon, Hilton Garden Inn Portland and Hawthorn Suites Philadelphia.
- Repositioning of the Midwest Dillon Inn chain. Improved value to enable a profitable sale of the hotels.
- Regionally managed a portfolio of 25 hotels for Lodgian. Improved top line \$3M and house profit \$2.5M.
- Developed acquisition due diligence and take-over critical path processes for Noble Investment group.
- Successfully led Noble Investment Group's hotel portfolio through the post market issue following 9-11.
- Developed Fair Share forecasting models to achieve a hotel's proper market position and revenue execution.
- Held Senior Leadership Positions such as Vice President Customer Operations, Global Vice President Sales, Corporate Director of Sales, Regional Operations Manager.
- Held Board of Directors positions for Ohio Lodging Association, Columbus Hotel Association, Tampa Hotel Association, Columbus CVB, and Philadelphia Hotel Association.